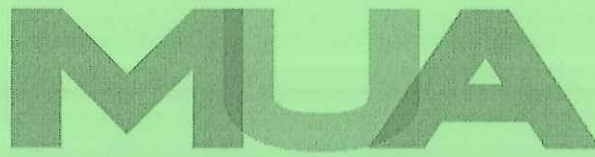


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF MANAGEMENT AND LEADERSHIP

BML 107 : NEGOTIATION STRATEGIES

DATE: 2ND AUGUST 2018

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

During a negotiation meeting the supplier offers a price and payment terms that are on offer 'today only' and the buyer can take or leave this deal. The buyer explains that more discussion is required because the price is above the buyer's budget and the payment terms are shorter than the buying organization's standard terms. The supplier listens selectively and then repeats his ultimatum. The buyer does not want an impasse to end the meeting.

Required:

- a) Using the scenario outlined above suggest THREE different types of questions that the buyer can use and explain why these questions might be effective. (9 marks)
- b) Discuss how effective listening skills could improve the supplier's contribution to the negotiation. (10 marks)
- c) Outline and explain the different types of negotiators in this case. (6 marks)

QUESTION TWO

- a) Define the following terms
 - i. Negotiation
 - ii. Distributive Negotiation
 - iii. Integrative Negotiation (6 marks)
- b) Differentiate between Distributive Negotiation and Integrative Negotiation (9 marks)

QUESTION THREE

- a) List five actions that need to be done to prepare for a negotiation with a supplier of goods or services for a project. (5 marks)
- b) Describe the relevance of each action in question 3 (a) above. (10 marks)

QUESTION FOUR

- a) Discuss the steps/ phases in the negotiation process. (10 marks)
- b) Outline "BATNA" Best Practices (5 marks)

QUESTION FIVE

- a) Discuss FOUR advantages and FOUR disadvantages of a win-lose approach to negotiation. (8 marks)
- b) Explain THREE factors a buying organisation might consider when establishing its bargaining position in relation to a supplier. (7 marks)

QUESTION SIX

- a) What happens when these negotiators meet
 - i. Competitor Meets Competitor
 - ii. Competitor Meets Avoider
 - iii. Accommodator Meets Accommodator
 - iv. Accommodator Meets Avoider (8 marks)
- b) Discuss at least three types of individuals that you should never negotiate with. (7 marks)

